

ORDER



Orders
Order / Rev: 69329
Alt Order #:
Product Desc:
Estimate: 3176
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WPTY - ABC24

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Flip Phillips
Demographic: HH
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	25	\$4,060.00	\$3,451.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	25	\$4,060.00	\$3,451.00	0.00
Totals	25	\$4,060.00	\$3,451.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTY	11/01/12	11/06/12	M-F 6a-7a News ABC 24 News at 6a	CM	6a-7a	21-11--	:30	5	\$40.00	P-3	0.00	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$40.00		0.00			
		Week: 11/05/12	11/11/12	21-----		3				\$40.00		0.00			
N 2	WPTY	11/01/12	11/06/12	Good Morning America Good Morning America	CM	7a-9a	21-11--	:30	5	\$40.00	P-3	0.00	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$40.00		0.00			
		Week: 11/05/12	11/11/12	21-----		3				\$40.00		0.00			
N 3	WPTY	11/05/12	11/05/12	Mon Reg 3 Mon 9p-10p	CM	9p-10p	1-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$850.00		0.00			
N 4	WPTY	11/02/12	11/02/12	Fri Reg 3 Fri 9p-10p	CM	9p-10p	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$600.00		0.00			
N 5	WPTY	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	2--12--	:30	5	\$75.00	IPR	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---12--		3				\$75.00		0.00			
		Week: 11/05/12	11/11/12	2-----		2				\$75.00		0.00			
N 6	WPTY	11/01/12	11/05/12	M-Su 10p-1035p	CM	10p-1035p	1--1111	:30	5	\$75.00	IPR	0.00	NM	5	\$375.00

Advertiser:	Flip Phillips
Product Desc:	
Estimate:	3176

WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ABC 24 News at 10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---1111			4		\$75.00		0.00				
Week:		11/05/12	11/11/12	1-----			1		\$75.00		0.00				
N 7	WPTY	11/02/12	11/02/12	Fri Reg 1	CM	7p-8p	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				Fri 7p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$600.00		0.00				
N 8	WPTY	11/04/12	11/04/12	Good Morning America Sun	CM	7a-8a	-----S	:30	1	\$10.00	IPR	0.00	NM	1	\$10.00
				Good Morning America Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$10.00		0.00				
N 9	WPTY	11/04/12	11/04/12	Sun Reg 3	CM	8p-9p	-----1	:30	1	\$850.00	P-4	0.00	NM	1	\$850.00
				Sun 8p-9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----1			1		\$850.00		0.00				
Totals													25	\$4,060.00	



FLIP PHILLIPS

Revision #: 0 Date: 10/30/2012

Client: MS-SUP CRT 3- FLIP PHILLIPS-201 Estimate: 3176
Media: TV Description: MS SUP CRT FLIP PHILLIPS
Product: TV Flight Start Date: 11/1/12 5:00:00 AM
Market: Memphis Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots	
					Dur	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6		
WPTY-TV													
38	MTuWThF 6:00a-7:00a AM NEWS	EM	\$40.00	\$34.00	30	1	1	0	1	1	1	5	<i>Redd Take</i>
39	MTuWThF 7:00a-9:00a GMA	EM	\$40.00	\$34.00	30	1	1	0	1	1	1	5	<i>makeup of Redd Take</i>
40	MTuWThF 10:00a-11:00a THE VIEW	DT	\$75.00	\$63.75	30	1	1	0	1	1	1	5	<i>makeup of Redd Take</i>
41	M 7:00p-9:00p DANCING WITH THE STARS	RT	\$1,500.00	\$1,275.00	30	0	0	0	0	1	0	1	<i>makeup of Redd Take</i>
42	M 9:00p-10:00p CASTLE	PT	\$800.00	\$680.00	30	0	0	0	0	1	0	1	<i>makeup of Redd Take</i>
43	Sa 7:00a-8:00a SAT GMA	WK	\$10.00	\$8.50	30	0	0	1	0	0	0	1	<i>makeup of Redd Take</i>
44	MTuWThFSaSu 10:00p-10:35p LOCAL NEWS	PT	\$75.00	\$63.75	30	1	1	1	1	1	1	5	<i>makeup of Redd Take</i>
45	F 9:00p-10:00p 20/20	PT	\$600.00	\$510.00	30	0	1	0	0	0	0	1	<i>makeup of Redd Take</i>
					Total Spots:							24	
					Total Cost:							\$3,451.00	
					Total							\$3,451.00	

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WPTY	Date
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I, STRATEGIC MEDIA PLACEMENT,
 being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3
 in the GENERAL
 election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
set attached					

Total Charges:

4060 gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/3/12

Date


Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Laura Longo
Printed Name

DOs
Title